

AMENDMENTS TO THE CLAIMS

Please amend the claims as set forth below. This listing of claims will replace all prior versions, and listings, of claims in the application.

1. **(Currently Amended)** A remote station for tracking valuation of at least one of a group of products and a group of services, wherein each one of each group bears a code that uniquely identifies each one in the group, wherein the remote station is communicatively coupled to at least one user station and comprises: a database resident at the remote station, wherein the database stores ones of the uniquely identifying codes that have been previously received from one or more user stations; a database server, coupled to the database, that compares each new candidate code received from a given user station against the previously received codes stored in the database; wherein the database server credits an account of a user associated with the given user station with a non-zero valuation credit only if when such new candidate code received from the given user station was not previously stored in the database; and wherein the database server stores such new candidate code in the database as a previously received code if such new candidate code was not previously stored in the database.
2. **(Previously Presented)** The remote station of claim 1, wherein said database further includes at least one permissible new candidate code, and wherein the at least one permissible new candidate code is provided by a provider of the ones in the group, and wherein said database server compares each new candidate code against the at least one permissible new candidate code.
3. **(Previously Presented)** The remote station of claim 2, wherein the non-zero valuation credit is

not credited if the new candidate code doesn't match one of the at least one permissible new candidate codes.

4. (Previously Presented) The remote station of claim 3, wherein there are at least two groups, and wherein each group is provided by a different provider.

5. (Original) The remote station of claim 4, wherein said database server maintains separate previously received codes and separate permissible new candidate codes for each provider.

6. (Previously Presented) The remote station of claim 1, wherein said database is resident on a network server at the remote station.

7. (Previously Presented) The remote station of claim 6, wherein the communicative coupling comprises an internet connection.

8. (Original) The remote station of claim 1, wherein said database server includes one account associated with each user to correspond to one group for the crediting of the non-zero valuation credit.

9. (Previously Presented) The remote station of claim 1, wherein there are at least two groups, and wherein each group is provided by a different provider.

10. (Original) The remote station of claim 9, wherein said database server maintains separate previously received codes for each provider.

11. (Original) The remote station of claim 1, wherein said database server, upon storing a previously received code, further stores the previously received code as a consumed code.

12. (Original) The remote station of claim 11, wherein the consumed code cannot be entered as a previously received code by a subsequent user.

13. (Previously Presented) The remote station of claim 1, wherein the uniquely identifying code comprises a UPC.

14. (Previously Presented) The remote station of claim 1, wherein the uniquely identifying code comprises a SPIF.

15. (Previously Presented) The remote station of claim 1, wherein the uniquely identifying code is numeric.

16. (Previously Presented) The remote station of claim 1, wherein the uniquely identifying code is alphabetic.

17. (Previously Presented) The remote station of claim 1, wherein the uniquely identifying code is alpha-numeric.

18. (Previously Presented) The remote station of claim 1, wherein the new candidate code is placed under a peel off label.

19. (Previously Presented) The remote station of claim 1, wherein the new candidate code is read by a code reader at the user station.

20. (Previously Presented) The remote station of claim 19, wherein said code reader comprises a bar code reader.

21. (Previously Presented) The remote station of claim 1, wherein the new candidate code is typed into the user station by the user.

22. (Previously Presented) The remote station of claim 21, wherein the new candidate code is typed into an internet browser interface at the user station by the user.

23. (Previously Presented) The remote station of claim 1, wherein a web browser is resident on the remote station and the user station.

24. (Previously Presented) The remote station of claim 1, wherein a credit certificate is issued to

the user account once a pre set value of non-zero valuation credits are accumulated in the user account.

25. (Currently Amended) A remote station for tracking a group of promotional certificates, each of which bears a code that uniquely identifies each certificate in the group, wherein the remote station is communicatively coupled to at least one user station and comprises: a database resident at the remote station, wherein the database stores ones of the uniquely identifying codes that have been previously received from one or more user stations; a database server, coupled to the database, that compares each new candidate code received from a given user station against the previously received codes stored in the database; wherein the database server credits an account of a user associated with the given user station with a non-zero certificate credit ~~only if~~ when such new candidate code received from the given user station was not previously stored in the database; and wherein the database server stores such new candidate code in the database as a previously received code if such new candidate code was not previously stored in the database.

26. (Previously Presented) The remote station of claim 25, wherein the user is a retailer.

27. (Previously Presented) The remote station of claim 26, wherein the account credited comprises a retailer's account, and wherein the non-zero certificate credit is equivalent to a purchase value for the certificate.

28. (Previously Presented) The remote station of claim 25, wherein said database further includes at least one permissible new candidate code, and wherein the at least one permissible new

candidate code is provided by a provider of the certificates in the group, and wherein said database server compares each new candidate code against the at least one permissible new candidate code.

29. (Previously Presented) The remote station of claim 28, wherein the non-zero gift certificate credit is not credited if the new candidate code does not match one of the at least one permissible new candidate codes.

30. (Previously Presented) The remote station of claim 29, wherein there are at least two groups of certificates, and wherein each group is provided by a different provider.

31. (Original) The remote station of claim 30, wherein said database server maintains separate previously received codes and separate permissible new candidate codes for each provider.

32. (Previously Presented) The remote station of claim 25, wherein said database is resident on a network server at the remote station.

33. (Previously Presented) The remote station of claim 32, wherein the communicative coupling comprises an internet connection.

34. (Original) The remote station of claim 25, wherein said database server, upon storing a previously received code, further stores the previously received code as a consumed code.

35. (Original) The remote station of claim 34, wherein the consumed code cannot be entered as a previously received code by a subsequent user.

36. (Previously Presented) The remote station of claim 25, wherein the gift certificate code is numeric.

37. (Previously Presented) The remote station of claim 25, wherein the gift certificate code is alphabetic.

38. (Previously Presented) The remote station of claim 25, wherein the gift certificate code is alpha-numeric.

39. (Previously Presented) The remote station of claim 25, wherein the new candidate code is read by a code reader at the user station.

40. (**Currently Amended**) The remote station of claim 39, wherein said code reader comprises a bar code reader.

41. (Previously Presented) The remote station of claim 25, wherein the new candidate code is typed into the user station by the user.

42. (Previously Presented) The remote station of claim 41, wherein the new candidate code is typed into an internet browser interface at the user station by the user.

43. (Previously Presented) The remote station of claim 25, wherein a web browser is resident on the remote station and the user station.

44. (Currently Amended) A method for tracking promotion of at least one group of products each of which bears a code that uniquely identifies each product in the group, comprising: communicatively coupling a remote station to a user station; providing a database at the remote station; storing in the database ones of the uniquely identifying codes that have been previously received from one or more user stations; comparing each new candidate code received from a given user station against the previously received codes stored in the database; crediting an account of a user associated with the given user station with a non-zero promotional credit ~~only if when~~ such new candidate code received from the given user station was not previously stored in the database; and storing such new candidate code in the database as a previously received code if such new candidate code was not previously stored in the database.

45. (Previously Presented) The method of claim 44, further comprising receiving at the remote station from the user station the new candidate code prior to said comparing.

46. (Previously Presented) The method of claim 44, further comprising storing the previously received code as a consumed code.

47. (Previously Presented) The method of claim 46, further comprising preventing entry of the consumed code as a previously received code by a subsequent user.

48. (Previously Presented) The method of claim 44, further comprising: storing at least one permissible new candidate code provided by a provider of the products in the group; and comparing each new candidate code against the at least one permissible new candidate code.

49. (Previously Presented) The method of claim 48, further comprising preventing said crediting of the non-zero promotional credit if the new candidate code doesn't match one of the at least one permissible new candidate codes.

50. (**Currently Amended**) A method for tracking a group of gift certificates each of which bears a code that uniquely identifies each gift certificate in the group, comprising: communicatively coupling a remote station to a user station; providing a database at the remote station; storing in the database ones of the gift certificate codes that have been previously received from one or more user stations; comparing each new candidate code received from a given user station against the previously received codes stored in the database; crediting an account of a user associated with the given user station with a non-zero gift certificate credit only if when such new candidate code received from the given user station was not previously stored in the database; and storing such new candidate code in the database as a previously received code if such new candidate code was not previously stored in the database.

51. (Previously Presented) The method of claim 50, wherein the user is a retailer.

52. (Previously Presented) The method of claim 51, further comprising exchanging, by the retailer, of at least one product of value equivalent to the gift certificate for the gift certificate, prior to said comparing.

53. (Previously Presented) The method of claim 52, wherein said crediting is to a retailer's account, and wherein the non-zero gift certificate credit is equivalent to a purchase value for the gift certificate.

54. (Previously Presented) The method of claim 50, further comprising receiving at the remote station from the user station the new candidate code prior to said comparing.

55. (Previously Presented) The method of claim 50, further comprising storing the previously received code as a consumed code.

56. (Previously Presented) The method of claim 55, further comprising preventing entry of the consumed code as a previously received code by a subsequent user.

57. (Previously Presented) The method of claim 50, further comprising: storing at least one permissible new candidate code provided by a provider of the gift certificates in the group; and comparing each new candidate code against the at least one permissible new candidate code.

58. (Previously Presented) The method of claim 57, further comprising preventing said crediting of the non-zero gift certificate credit if the new candidate code doesn't match one of the at least one permissible new candidate codes.

59. (Currently Amended) A promotional system, comprising: a user station; at least one product group, wherein each product in the group bears a unique code; and a remote station communicatively coupled to said user station, said remote station comprising: a database resident at the remote station, wherein the database stores ones of the uniquely identifying codes that have been previously received from one or more user stations; a database server, coupled to the database, that compares each new candidate code received from a given user station against the previously received codes stored in the database; wherein the database server credits an account of a user associated with the given user station with a non-zero promotional credit only if when such new candidate code received from the given user station was not previously stored in the database; and wherein the database server stores such new candidate code in the database as a previously received code if such new candidate code was not previously stored in the database.

60. (Currently Amended) A gift certificate system, comprising: at least one user station; a group of gift certificates, each of which bears a unique code; and a remote station communicatively coupled to said least one user station, said remote station comprising: a database resident at the remote station, wherein the database stores ones of the uniquely identifying codes that have been previously received from one or more user stations; a database server, coupled to the database, that compares each new candidate code received from a given user station against the previously received codes stored in the database; wherein the database

server credits an account of a user associated with the given user station with a non-zero gift certificate credit ~~only if when~~ such new candidate code received from the given user station was not previously stored in the database; and wherein the database server stores such new candidate code in the database as a previously received code if such new candidate code was not previously stored in the database.

61. (Original) A transaction processing and tracking system comprising: at least one front-end service providing at least one product bearing a code that uniquely identifies said product; at least one back-end service communicatively coupled to said at least one front-end service; and, at least one account, associated with a user, including at least one pre-defined purse suitable for use in the transaction, wherein said at least one account is communicatively coupled to said at least one front-end service; wherein said at least one product is transacted in exchange for multiple resource types included in said account by interacting with said account in accordance with an agreed value of said at least one product; and wherein said at least one product is exchanged for multiple ones of the multiple resource types, and accordingly said account is interacted with.

62. (Previously Presented) The system of claim 61, wherein said communicatively coupled comprises a known communications network.

63. (Previously Presented) The system of claim 62, wherein said known communications network comprises at least one of an Internet, intranet, LAN, WAN, and a wireless communication.

64. (Previously Presented) The system of claim 61, wherein said at least one front-end service includes at least one of merchants, financial resources, service providers, and business partners.

65. (Previously Presented) The system of claim 61, wherein said at least one back-end service includes at least one of a server and software resource and consumer account.

66. (Previously Presented) The system of claim 61, wherein transactions include value based transactions.

67. (Previously Presented) The system of claim 61, wherein said interacting includes debits.

68. (Previously Presented) The system of claim 61, wherein said interacting includes credits.

69. (Previously Presented) The system of claim 61, wherein said interacting includes value chaining.